

83rd Annual Midsummer Festival

Given under the auspices of
**Swedish
American
Patriotic
League**



Saturday,
June 25th, 1977
From 4 P.M.

**SAN MATEO COUNTY
FAIRGROUNDS**
Gate H. Home Arts Building
San Mateo



Swedish American Patriotic League

Due to the fire hazard in Sveadal this year the League
had to arrange its Midsummer Festival elsewhere
We found this attractive place and hope you are as
pleased with it as we are.

The League wishes one and all a Happy Midsummer
with sincere appreciation to the many committees and
friends for their support and efforts to make this festival
an outstanding success

TOM JUUL

President, San Francisco

FRED NICHELINI

President, Oakland

*Wishing you a
Happy Midsummer*

Sincere Appreciation
to all who helped
Yesteryear and today

GLAD MIDSOMMAR

Tom Juul
President

THE ELFVING FAMILY

Claes – Nonnie – Kristina and Claes

Swedish American Patriotic League

Happy Midsummer

from

When you travel to Europe fly

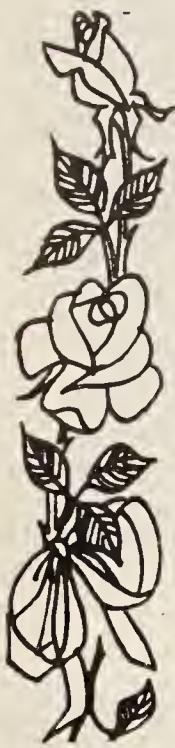
The logo for SAS Scandinavian Airlines System. It features a stylized bird in flight to the left of the letters "SAS". The "S" is particularly large and bold. Below the main text, the words "SCANDINAVIAN AIRLINES SYSTEM" are written in a smaller, sans-serif font.

**via Seattle
Los Angeles
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400 Post Street, San Francisco, CA 94102

(800) 252-0161

GLAD MIDSOMMAR



KRISTINA ELFVING
Midsummer Queen



DIANA WENNBERG
Columbia



JANET SHIREMAN
Svea

Midsummer Greetings from
TEGNÉR LODGE No. 149, V.O.A.
Meets Second Friday at 8 p.m.
in Bjornson Hall
2258 MacArthur Boulevard Oakland
LOLA McCREERY, *Chairman*
SUZANNE NAHLIN, *Secretary*



The Golden Gate District Lodges

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of 22 local lodges in San Francisco, Oakland, Berkeley, San Leandro, Concord, Stockton, Modesto, Turlock, Fresno, San Jose, Palo Alto, San Mateo, Petaluma, Sacramento, Yuba City, Paradise, Eureka, Redding, South Lake Tahoe, Reno and Oroville extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

John E. Peterson
District Master

Anna Clawson

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.

Meets Second Friday in each month at
Swedish-American Hall, 2174 Market St.

ELLEN SANDBERG, *Chairman*
IVAR HOLMGREN, *Secretary*

**Best wishes for a successful
83rd ANNUAL
MIDSUMMER FESTIVAL**

FYLGIA LODGE No. 119

Vasa Order of America



The Color Guard here today

is part of
Fylgia's Drill Team

Hedvig Pearson S. William Sjodahl
Chairman Secretary



I sommarens soliga dagar

I sommarens soliga dagar
Vi gå genom skogar och hagar
På färdens besvär ingen klagar
Vi sjunga var vi gå Hallå Hallå

Du som är ung kom med och sjung
Och sitt ej hemma slö och tung.
Vår sångartropp, Han går opp
På kullens allra högsta topp..

Bland mognande skördar som gunga
Vi vandra i klunga och sjunga
De gamla som hör oss blir unga
Vi sjunga var vi gå. Hallå, Hallå.
Du som är ung, etc.



FRED NICHELINI
Vice Chairman



HARRY TALBOT
Festival Chairman



Enjoy
SVEADAL
this summer

Your own Recreation Park
in Uvas Canyon,
Santa Clara County

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

CALENDAR OF EVENTS

July 2, 3 & 4 Tennis Tournament
July 23—51st Anniversary of
Sveadal

September 4—Labor Day
Swimming Races

P R O G R A M

Chairman of the Day - - - Harry J. Talbot
Vice Chairman of the Day - Fred Nichelini

5:30 P.M. ON THE LAWN

Raising of the Maypole and Procession

Fylgia Color Guard, Officers, Costume
Group, Maids of Honor, Columbia, Svea,
Crown Bearer, Train Bearers and
the Midsummer Queen

FLAG SALUTE TO THE QUEEN

Star Spangled Banner - Du Gamla, Du Fria

WELCOME AND CROWNING OF THE QUEEN
Harry J. Talbot, Vice President, SAPL, SF

OX DANS - - - - - Vasa Children
Irene Bryggman, Accompanist

INTRODUCTIONS:

Chancellor Sarah Alevid
and Queen's Junior Attendants
Crown Bearer - Michael Nichelini
Train Bearers - Gwen and Heidi Bergmark

PRESENTATION OF COLUMBIA
Fred Nichelini, President, SAPL, Oakland

PRESENTATION OF SVEA
Susan Bianucci, Chairman Sveadal Managmt.

Midsummer's Eve - "Song of Norway" - Grieg
Summertime - "Porgy and Bess" - - Gershwin
Tonerna - - - - - - - - - Sjöberg

MARY CLARK, Soprano
Evelyn Ramberg Olsson at the piano

"Sveadal, Saturday Night"- Accordion Trio
ROY GRANDIN, RAY LUNDGREN, KEN CARLSON



Ensemble International

PRESENTATION OF THE QUEEN'S COURT
John E. Peterson, Past President

MAIDS OF HONOR: Terri Anderson Emily Andree, Karen Bell, Donna Burkard, Julie Erikson, Teresa Ferrari, Jill Hanlon, April Kilstrom, Inga Kjemstrup, Susan Norin, Ann Peggy Peterson, Julie Schenk, Carol Talbot, Karen Van Horn

Command Performance for the Queen
ENSEMBLE INTERNACIONAL
Ned and Marian Gault - Directors
PROCESSION TO THE HOME ARTS BUILDING

Swedish Folk Dance Exhibition by the
Ensemble Internacionál
alternating with public dancing around
the Maypole to the music of ROY GRANDIN

8 P.M. - DANCING TO THE MUSIC OF
GARY PACINI AND HIS MUSIC MEN

STROM & SMITH INC.

LIGHTING FIXTURES



1077 VALENCIA STREET
SAN FRANCISCO

647-8750

**Swedish Relief Society
of San Francisco**

Meetings held at Noon on first Monday every month at Swedish American Hall.
Refreshments and cards.

President: MRS. MARTHA KUHNLE

Secretary: MRS. RUTH NELSON

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Midsommar*

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Hugo och Evelyn Olsson

Midsummer Greetings

**THE SWEDISH SOCIETY
OF OAKLAND**

meets 2nd and 4th Tuesday in

Moose Hall, Oakland

LEROY GUSTAFSON, *President*
ALBERT CARLSON, *Secretary*
534-7622

For membership information contact
above officers.

Now is the time to join the
East Bay's oldest and most
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Financially sound.

**SWEDISH LADIES SOCIETY
of San Francisco**

2174 Market Street

Sick Benefit and Social Organization

Meetings 2nd Thursday at Noon

THELMA SOLOMON, *President*

ALICE O'CONNELL, *Secretary*

**SWEDISH LADIES SOCIETY
JENNY LIND OF OAKLAND**

A Social and Sick Benefit Organization
Meetings second Thursday every month in
Björnson Hall

President — RUBY NICHELI

Secretary — BERTHA BECHTLE



Officers
and
Members
of the
SWEDISH CLUB

önskar alla

EN GLAD MIDSOMMAR

***** MIDSUMMER GREETINGS *****

**Young Scandinavians
Club**

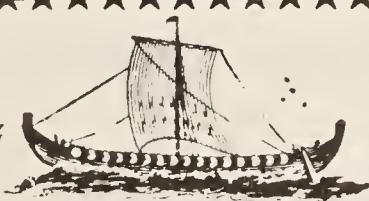
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Per Madsen
President

Ruth Narakas, Secretary

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Ernst Meyer, Prop.



Midsummer Greetings
from
**THE SWEDISH SOCIETY
OF SAN FRANCISCO**

**A Century of Fraternalism
in the Bay Area**

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*

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Midsummer Greetings

from

Eva & Oscar F. Person

Wishing you a
Colorful

MIDSUMMER



ROY ANDERSON PAINT CO.

"With stores serving"

San Francisco — San Rafael

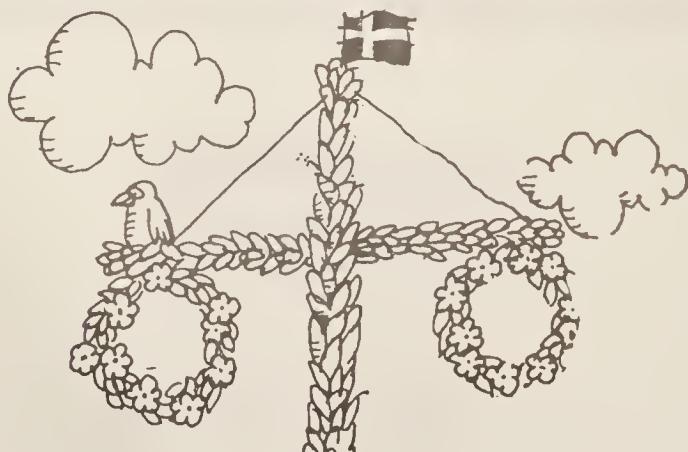
962 Battery Street, (Cor. Green)
San Francisco

Midsummer Greetings

from

Carl W. Svenson

Erik Mark Kjell



**SIV and
ART ELWING**

Önskar

en trevlig

MIDSOMMAR

1 1 1

**Siv Custom
Picture Framing
San Carlos**



Wishing you

a most happy

Midsummer



THE FRYKBERGS

OH WHAT FOND MEMORIES!

Come join us in remembering
the past.

Sveadal Club

is celebrating

NOSTALGIA DAY

August 13th

in Sveadal

1 1 1

Dinner — Dancing

Adult and Children's Games

Ask Jack Massey about all details
of the Day



SVEADAL

**HISTORY OF THE SWEDISH
SUMMER RESORT**

Golden Anniversary Edition

by

Muriel Nelson Beroza

Published April 1977. \$15.00 per copy plus 55 cent for postage.
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Greetings and best wishes for a

Happy Midsummer

from

Mrs. Reno F. Anderson

Mr. and Mrs. Reno C. T. Anderson

C. A. ANDERSON FUNERAL PARLORS

